

Special to Aruba Today:

Local Artist Cado de Lannoy Capturing Our Heritage in a Different Perspective

CAROLINA BULOS

(www.bondia24.com)

ORANJESTAD – Cado de Lannoy is an artist dedicated to doing art/photography work of the Aruban heritage and presenting this in a different perspective. "Aruba is known for its beaches, palm trees etc., but I want to show that there is much more than that, there is a history that can be shown through our monumental buildings".

-NAME

The artistic name that is used to present his work is "Cadosbla" and as he puts it, is a very "random" name that just sort of happened. "There was a time when I used to make some T-shirts with black & white photography, so it was Cado's Black & White T-shirt edition, and I showed my friend Ash from Tangerine, the tag and he read the first part only and a piece of the another, and asked me 'Ca-



dos bla?' and I told him to keep reading. But after that day the name just kind of stuck" Cado tells us. Cado receives his material all over the island of Aruba. He explains that he is a very outdoors person and loves to surf and he sees everything as an opportunity to find something new and different. "Around Aruba there are plenty of old

houses or new ones with nobody living in them yet, and they all have a story to tell", he continues telling us that he was recently in New York where he took part in a photography course to continue improving his skills. He always taught himself everything he knows, but then decided to take things more seriously to really become more professional in

digital photography, which he thinks is a very important step in the aspect of a business and as an artist as well. He took part in an exhibition to display his work that he had done in Aruba as well as New Jersey and had great feedback. In Aruba the support is huge since everyone knows each other in a way.

Which is why he also wanted to display his work internationally to see what the reactions would be, and the perfect places for doing so being New York & New Jersey that are known to be art hubs and having his girlfriend living in New Jersey as well, who is one of his biggest supporters. "They were very interested and they thought my style was unique.

There are some photographs that look like a painting, and they really liked that concept."

Something unique that is also available in Cado's work is his collection of antique mosaic of Aruba which he photographs and then prints it on objects that are used on a daily basis, for example coasters.

These are available for purchase at Korteweg (held every month at various locations on the island) or at Cosecha which is right in Downtown, behind the parliament building. Meanwhile he is also working with the high-rise area to have his work be displayed in a hotel, and also in San Nicolas where they recently opened up a new gallery/store.

They approached Cado since they wanted to sell and expose international as well as local work. Internationally he has his work displayed in New Jersey.

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-AVAILABLE

LocalArtist

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"At the moment I'm experiencing different possibilities to print and present my photography in a very different way, because usually photography is available in a very simple way. Right now I'm printing on wood, and getting great reactions and it's different." In the past Cado was part of a team that designed a brand of clothing called "Ducks & Robots" that was very well known on the island. When asked what inspired him to take this direction of art, he explained that while working with Ducks & Robots he would take pictures of the merchandise, and would always scout locations to do the photoshoots. So his inspiration always came from this. "Everyone always told me I had to do what I love, but I wasn't really sure about it and always did it as a hobby. Up until a few years back that I really started focusing solely on photography, I can say that I went deep into it and made it into more than just a hobby. After my Beach Tennis career here, I decided to just continue photographing." A challenge he



says is that his career is still not a "for sure thing" which is a scary aspect of the job. But he believes in doing what you love every day and he is very motivated for it.

Aruba is definitely opening up more to art as well as local artists, especially in events like Korteweg which is promoting this more and more and also Cosecha. "There are artists that definitely live off of their art. I want to inspire entrepreneurship, you can live as an artist but you can also make use of your art to make something and sell it"

-KORTEWEG

Recently... "I was nomi-

nated for "Talented Youth 2015" in the category of 'Entrepreneurship & Culture' which was really great. And Korteweg which Cado has also been a part of is receiving a 'prestige award'. Korteweg exists since May/June and consists out of 4 guys who came together, Cado, Ashlin, Frankie and Mario" he explains.

"Ash has his brand of bags that he makes called "Tangerine", Frankie makes natural drinks like Taki Aruba and Mario is an all-around handy-man that can make just about anything. The group initiated this idea since at the time there were some activities going on in Main Street and approached the Minister of Culture about their idea in displaying art works in Main Street to attract more people. "I asked the Minister to give me an opportunity to present this idea and to see how it goes. He gave me the green light and told me to pick a location and so I chose Korteweg. I arrived with wooden pallets, asked some artists to come together and to see how

we could sell some stuff together and the result was a success. That's when I told my friends that we should do this again but on a bigger scale.

We received help from Unoca and they helped us in every cultural event that we organized. We believe in presenting with a good atmosphere, not just putting things on a table, but a whole experience for locals as well as tourists.

We asked Cado if there

were any other projects on the way and what we could expect from him. Laughing he replied: "I have too much things going on, so I had to drop a few. A lot of people have approached me and asked me to be a part of something. So right now I'm thinking about what is best for me as well, instead of being everywhere." Cado is currently working part time at Cosecha helping with the social media and improving their art promotion.

To conclude he says: "The best part of my job right now is doing what I love. I work with all types of people, if something needs help creatively and I get called I'm there. My job varies a lot, I can make use of my artistic side by making use of pallets, interior design, photography and more.

To check out some of his work you can go to his website: www.cadosbla.com or check him out on Instagram: [cado297](https://www.instagram.com/cado297) □

-CADOSBLA-

